

Old #	Standard	ACADEMIC		
		AA		SPEAKING AND LISTENING
AB003	Explain the nature of effective verbal/nonverbal communications	AA	1	Utilize effective verbal and non-verbal communication skills
EA001	Apply effective listening skills			
AB005	Make oral presentations in a business setting	AA	2	Participate in conversation, discussion, and group presentations
EA002	Address people properly			
		AA	3	Communicate and follow directions/procedures
OB003	Explain the importance of staff communication	AA	4	Communicate effectively with customers and co-workers
		AB		READING AND WRITING
		AB	1	Locate and interpret written information
		AB	2	Read and interpret workplace documents
		AB	3	Identify relevant details, facts, and specifications
		AB	4	Record information accurately and completely
AB002	Use proper grammar and vocabulary in oral and written communications	AB	5	Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, punctuation
AB009	Write inquiries (e.g., business letters, memos)	AB	6	Demonstrate the ability to write clearly and concisely using industry specific terminology
OB004	Explain the use of inter-department/company communications			
		AC		CRITICAL THINKING AND PROBLEM SOLVING
EA012	Demonstrate critical thinking and problem solving-skills	AC	1	Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
		AC	2	Utilize innovation and problem-solving skills to arrive at the best solution for current situation
EB017	Demonstrate appropriate decision making skills	AC	3	Implement effective decision-making skills
		AD		MATHEMATICS
AE001	Utilize mathematic skills to solve business calculations (e.g., mark-up, markdown, discounts)	AD	1	Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AE002	Demonstrate math skills used in sales transactions (e.g., sales tax, extrensions, exchanges)			
		AD	2	Solve problems using measurement skills (e.g., distance, weight, area, volume)

		AD	3	Make reasonable estimates
		AD	4	Use tables, graphs, diagrams, and charts to obtain or convey information
		AD	5	Use deductive reasoning and problem-solving in mathematics
		AE		FINANCIAL LITERACY
		AE	1	Locate, evaluate, and apply personal financial information
		AE	3	Set personal financial goals and develop a plan for achieving them
		AE	4	Use financial services effectively
		AE	5	Demonstrate ability to meet financial obligations
		AF		INTERNET USE AND SECURITY
		AF	1	Recognize the potential risks associated with Internet use
		AF	2	Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AA005	Demonstrate the use of the Internet as a research tool	AF	3	Practice safe, legal, and responsible use of technology in the workplace
		AG		INFORMATION TECHNOLOGY
AA001	Demonstrate basic word-processing skills	AG	1	Use technology appropriately to enhance professional presentations
AA002	Demonstrate basic presentation software skills			
AA003	Demonstrate basic database skills			
AA004	Demonstrate spreadsheet skills			
		AG	2	Demonstrate effective and appropriate use of social media
		AG	3	Identify ways social media can be used as marketing, advertising, and data gathering tools
		AH		TELECOMMUNICATIONS
AB012	Use communications technologies/systems (e.g., e-mail, faxes, voice mail, cell phones)	AH	1	Select and use appropriate devices, services, and applications to complete workplace tasks
		AH	2	Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
		EMPLOYABILITY		
		EA		POSITIVE WORK ETHIC
EB004	Demonstrate interest and enthusiasm	EA	1	Demonstrate enthusiasm and confidence about work and learning new tasks
EB008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)	EA	2	Demonstrate consistent and punctual attendance
EA011	Use appropriate assertiveness	EA	3	Demonstrate initiative in assuming tasks
EB010	Demonstrate initiative regarding job responsibilities			
		EA	4	Exhibit dependability in the workplace
EA003	Follow directions	EA	5	Take and provide direction in the workplace

EB005	Demonstrate responsible behavior	EA	6	Accept responsibility for personal decisions and actions
		EB		INTEGRITY
EB009	Follow workplace policy/guidelines	EB	1	Abide by workplace policies and procedures
EB006	Demonstrate honesty and integrity	EB	2	Demonstrate honesty and reliability
EB005	Demonstrate responsible behavior	EB	3	Demonstrate ethical characteristics and behaviors
EA004	Respect the privacy of others	EB	4	Maintain confidentiality and integrity of sensitive company information
EB008	Demonstrate individual work habits (e.g., respect, confidentiality, punctuality)			
		EB	5	Demonstrate loyalty to the company
		EC		SELF-REPRESENTATION
EB002	Demonstrate appropriate workplace appearance	EC	1	Demonstrate appropriate dress and hygiene in the workplace
		EC	2	Use language and manners suitable for the workplace
EA010	Show empathy for others	EC	3	Demonstrate polite and respectful behavior toward others
EB003	Demonstrate a positive attitude			
		EC	4	Demonstrate personal accountability in the workplace
		EC	5	Demonstrate pride in work
		ED		TIME, TASK, AND RESOURCE MANAGEMENT
		ED	1	Plan and follow a work schedule
		ED	2	Work with minimal supervision
		ED	3	Work within budgetary constraints
		ED	4	Demonstrate ability to stay on task to produce high quality deliverables on time
		EE		DIVERSITY AWARENESS
EA007	Develop cultural sensitivity	EE	1	Recognize diversity, discrimination, harassment, and equity
EA006	Treat others fairly at work	EE	2	Work well with all customers and co-workers
EA008	Foster positive working relationships			
		EE	3	Explain the benefits of diversity within the workplace
		EE	4	Explain the importance of respect for feelings, values, and beliefs of others
		EE	5	Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
EB007	Identify techniques for eliminating biases and stereotypes	EE	6	Illustrate techniques for eliminating gender bias and stereotyping in the workplace
		EE	7	Identify ways tasks can be structured to accommodate the diverse needs of workers
		EE	8	Recognize the challenges and advantages of a global workforce
		EF		TEAMWORK
		EF	1	Recognize the characteristics of a team environment and conventional workplace

EA009	Implement team working techniques to accomplish goals	EF	2	Contribute to the success of the team
		EF	3	Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)
		EG		CREATIVITY AND RESOURCEFULNESS
EB012	Demonstrate appropriate creativity	EG	1	Contribute new ideas
		EG	2	Stimulate ideas by posing questions
		EG	3	Value varying ideas and opinions
		EG	4	Locate and verify information
		EH		CONFLICT RESOLUTION
		EH	1	Identify conflict resolution skills to enhance productivity and improve workplace relationships
EB011	Demonstrate self-control	EH	2	Implement conflict resolution strategies and problem-solving skills
		EH	3	Explain the use of documentation and it's role as a component of conflict resolution
		EI		CUSTOMER/CLIENT SERVICE
OB005	Explain the significance of positive customer/client relations	EI	1	Recognize the importance of and demonstrate how to properly acknowledge customers/clients
OB007	Apply appropriate methods of handling customer inquiries	EI	2	Identify and address needs of customers/clients
OB008	Describe how to handle situations involving difficult customers			
OB010	Describe how to handle customer/client complaints			
OB011	Apply appropriate techniques in handling situations when the customer is at fault			
OI014	Demonstrate customer/client needs and wants			
OI012	Establish relationship with client/customer	EI	3	Provide helpful, courteous, and knowledgeable service
OB002	Determine appropriate telephone etiquette in business situations	EI	4	Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)
		EI	5	Identify techniques to seek and use customer/client feedback to improve company services
		EI	6	Recognize the relationship between customer/client satisfaction and company success
		EJ		ORGANIZATIONS, SYSTEMS, AND CLIMATES
		EJ	1	Define profit and evaluate the cost of conducting business
		EJ	2	Identify "big picture" issues in conducting business
		EJ	3	Identify role in fulfilling the mission of the workplace

EB021	Identify the rights of workers (e.g., child labor laws, equal opportunity law)	EJ	4	Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)
		EJ	5	Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization
		EK		JOB ACQUISITION AND ADVANCEMENT
		EK	1	Recognize the importance of maintaining a job and pursuing a career
EB024	Identify employment opportunities in marketing	EK	2	Define jobs associated with a specific career path or profession
EB025	Utilize job search strategies	EK	3	Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)
EB027	Describe techniques for obtaining work experience (e.g., volunteer activities, internships, co-op)			
EB028	Explain possible advancement opportunities in the workplace			
AD001	Complete a job application	EK	4	Prepare a resume, letter of application, and job application
AD003	Write a follow-up letter after job interview			
AD004	Write a letter of application and/or cover letter			
AD005	Prepare an employment portfolio including resume, letters of reference, and examples of work			
EB029	Identify skills needed to enhance career advancement	EK	5	Prepares for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)
AD002	Demonstrate interview skills	EK	6	Participate in a job interview
		EK	7	Explain the proper procedure for leaving a job
		EL		LIFELONG LEARNING
EB022	Identify sources of career information	EL	1	Acquire current and emerging industry-related information
EB026	Explain the need for ongoing education as an employee	EL	2	Demonstrate commitment to learning as a life-long process and recognize learning opportunities
EB018	Utilize goal setting techniques	EL	3	Seek and capitalize on self-improvement opportunities
EB023	Identify occupational interests as it relates to an individual's values, aptitude and abilities			

EB030	Utilize resources that contribute to professional development (e.g., trade journals/periodicals, professional trade organizations, classes/seminars, trade shows, mentors)			
		EL	4	Discuss the importance of flexible career planning and career self-management
EB001	Identify desirable personality traits important to business	EL	5	Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)
EB016	Adjust to change in the workplace			
		EL	6	Recognize the importance of job performance evaluation and coaching as it relates to career advancement
EB015	Use feedback (e.g., constructive criticism, evaluations) for personal growth	EL	7	Accept and provide constructive criticism
		EL	8	Describe the impact of the global economy on jobs and careers
		EM		JOB SPECIFIC TECHNOLOGIES
OA021	Identify ways that technology impacts business	EM	1	Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning
		EM	2	Research and identify emerging technologies for specific careers
		EM	3	Select appropriate technological resources to accomplish work
		EN		HEALTH AND SAFETY
		EN	1	Assume responsibility for safety of self and others
		EN	2	Follow safety guidelines in the workplace
		EN	3	Manage personal health and wellness
		OA		OCCUPATIONAL
		OA		ECONOMIC PRINCIPLES AND FUNDAMENTAL MARKETING CONCEPTS
AC001	Same Verbiage	OA	1	Distinguish between economic goods and services
AC002	Same Verbiage	OA	2	Explain the concept of economic resources (e.g., land, labor, capital, entrepreneurship)
AC003	Same Verbiage	OA	3	Describe the concepts of economics and economic activities
AC013	Explain the concept of productivity			
AC004	Same Verbiage	OA	4	Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
AC005	Same Verbiage	OA	5	Explain the principles of supply and demand
AC006	Same Verbiage	OA	6	Describe the concept of price
AC007	Same Verbiage	OA	7	Explain the types of economic systems (e.g., capitalism, socialism, communism)
AC008	Same Verbiage	OA	8	Determine the role of government (e.g., regulator, provider of services, competitor, supporter) in business
AC009	Same Verbiage	OA	9	Explain the concept of private enterprise
AC010	Same Verbiage	OA	10	Identify factors (e.g., economics, human, nature) effecting a business's profit
AC012	Same Verbiage	OA	11	Explain the concept of competition

AC017	Same Verbiage	OA	12	Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)
OF005	Explain factors (e.g., cost, competition, economic factors) affecting pricing decisions	OA	13	Explain factors affecting pricing decisions (e.g., cost, competition, economic factors)
		OB		BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS
OA001	Same Verbiage	OB	1	Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of business in society
OA002	Same Verbiage	OB	2	Describe types of business activities (e.g., market research, financial analysis, marketing, human resources)
OA004	Same Verbiage	OB	3	Explain the seven marketing functions (e.g., distribution, pricing, selling, promotion)
OA005	Same Verbiage	OB	4	Explain the process of purchasing (e.g., information gathering, open-to-buy, selecting suppliers)
OA006	Same Verbiage	OB	5	Compare and contrast types of buying methods (e.g. resident buying, centralized buying, decentralized buying)
OA011	Same Verbiage	OB	6	Calculate net sales
OA015	Same Verbiage	OB	7	Explain the role of management (e.g., planning, organizing, controlling) in business
OA016	Same Verbiage	OB	8	Explain the use of various business records (i.e., income statement, balance sheet, sales records, employment records)
OA019	Same Verbiage	OB	9	Analyze the types of business ownership (e.g., sole proprietorship, partnership, corporation)
OA020	Same Verbiage	OB	10	Analyze the effect business trends have on decision making
OA024	Same Verbiage	OB	11	Analyze the types of business risk (e.g. economic, human, and natural)
OA025		OB	12	Explain ways to handle business risk (i.e., risk prevention & control, risk transfer, risk retention, risk avoidance)
	Same Verbiage	OB	13	Interpret business policies to customers/clients
		OC		LOGISTICS OF GOODS AND SERVICES
OB006	Same Verbiage	OC	1	Demonstrate a customer-service mindset as it relates to marketing activities (e.g., distribution, sales, management)
OC001	Same Verbiage	OC	2	Differentiate between direct and indirect channels of distribution
OC002	Same Verbiage	OC	3	Identify the channels of distribution members (e.g., manufacturer, wholesaler, retailer)
OC003	Same Verbiage	OC	4	Identify the levels of distribution intensity (e.g., exclusive, selective, intensive)
OC007	Same Verbiage	OC	5	Identify, prepare, and explain the use of invoices
OC009	Same Verbiage	OC	6	Explain the receiving process (e.g., receiving, checking, marking)
OC010	Same Verbiage	OC	7	Explain the transportation systems and services used in distribution (e.g., motor, rail, water, air)
OC011	Same Verbiage	OC	8	Explain storing considerations (e.g., cold storage, commodity, bulk)
OC012	Same Verbiage	OC	9	Explain the type of warehousing (e.g., distribution centers, public, private)
		OD		MARKETING AND DATA ANALYSIS
OE001	Same Verbiage	OD	1	Describe how marketing information is used in business decisions
OE019	Same Verbiage	OD	2	Identify ways to obtain market data for market research (e.g., surveys, interviews, observations)

OE020	Same Verbiage	OD	3	Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, geographics)
		OE		CONSUMER RIGHTS
OG006	Same Verbiage	OE	1	Compare and contrast warranties and guarantees
OG007	Same Verbiage	OE	2	Identify consumer protection agencies (e.g., Federal Trade Commission, Better Business Bureau, and Consumer Product Safety Commission) and explain their services
OG008	Same Verbiage	OE	3	Explain the concept of product mix
OG011	Same Verbiage	OE	4	Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business
		OF		ADVERTISING AND PROMOTION
OG012	Same Verbiage	OF	1	Explain the concept of branding
AB011	Same Verbiage	OF	2	Prepare written reports such as proposals, promotional plans, or business plans
OH002	Same Verbiage	OF	3	Explain the role of promotion as a marketing function
OH008	Same Verbiage	OF	4	Explain the types of advertising (e.g. radio, television, direct mail, outdoor, newspaper, Internet)
OH003	Same Verbiage	OF	5	Identify the advantages and disadvantages of each type of advertising
OH004	Same Verbiage	OF	6	Identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, personal selling)
OH009	Same Verbiage	OF	7	Explain components of advertisements (e.g., headline, copy, illustration, price, signature, logo)
		OG		IMPACT OF SALES AND MARKETING ON PURCHASING DECISIONS
AB004	Same Verbiage	OG	1	Understand the importance of persuading others
OI002	Same Verbiage	OG	2	Explain the role of customer service as a component of selling relationships
OI005	Same Verbiage	OG	3	Explain business ethics in selling
OI008	Same Verbiage	OG	4	Acquire product information (e.g., labels, manufacturer, product manuals) used in selling
OI009	Same Verbiage	OG	5	Analyze product information to identify product features and benefits
OI010	Same Verbiage	OG	6	Explain the steps of the selling process (e.g., approach, determine needs, wants, present product)
OI011	Same Verbiage	OG	7	Prepare for the sales presentation
OI015	Same Verbiage	OG	8	Identify customer buying motives used in selling
OI020	Same Verbiage	OG	9	Identify effective product presentation techniques (e.g., display, handling, demonstrating sales aids)
OI022	Same Verbiage	OG	10	Explain techniques used to convert customer/client objections into selling points
OI023	Same Verbiage	OG	11	Identify effective methods (e.g., customer credit options, layaway, 0% financing) used in closing a sale
OD001	Describe the role of financing in marketing activities (e.g., obtaining capital and offering customers credit options)			
OI024	Same Verbiage	OG	12	Explain the benefits of suggestion selling
OI029	Same Verbiage	OG	13	Identify the procedures of departure and follow-up (e.g., receipt, reassurance, thank you, phone calls, thank you notes, e-mail) in the selling process